Building a Social Media Analysis & Response Team

CONVERGING PEOPLE, PROCESSES, AND TECHNOLOGIES

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Introductions

Eric Hodges, M.A., CEM, IPEM

- Emergency Manager – Illinois State University
- Chief – McLean County EMA
- Lead LSC – Illinois Incident Management Team

Introductions

Christopher Tarantino, MEP CMCP

- CEO – Epicenter Media & Training
- PIO (T) – New York State Incident Management Team (Type 2)
- Digital Comms. Specialist – FEMA External Affairs
- Vice-Chair – IAEM Emerging Technology Caucus

Setting the Stage

The Digital Reality

"76% expect help to arrive in less than 3 hours from a post for help"

American Red Cross

The Digital Reality

- Huge community expectations
- No longer a linear progression of events
- Citizen journalism
- Public & private information exchange

The Digital Reality

- **Major Concepts**
  - **SMEM** – Social Media in Emergency Management
  - **VOST** – Virtual Operations Support Team
  - **SMART** – Social Media Analysis & Response Team
  - **Influencers, Trends, Crowd-sourcing & Viral Content**

SMEM Teams

VIRTUAL OPERATIONS SUPPORT TEAMS (VOST)

- Concept developed in 2011
- Digital teams of trusted agents (usually volunteer)
- More than 50 VOSTs active around the world
- Responsibilities: monitoring, rumor management, research, etc.
- Tools used vary greatly

IN-HOUSE TEAMS

- In-person teams or individuals (usually on-site and/or employed by agency)
- Can be supplemented by CERT or similar organizations w/ appropriate skills
- Responsibilities: amplification, monitoring, rumor control, brand management, research, etc.
- Often use the same tools as the agency

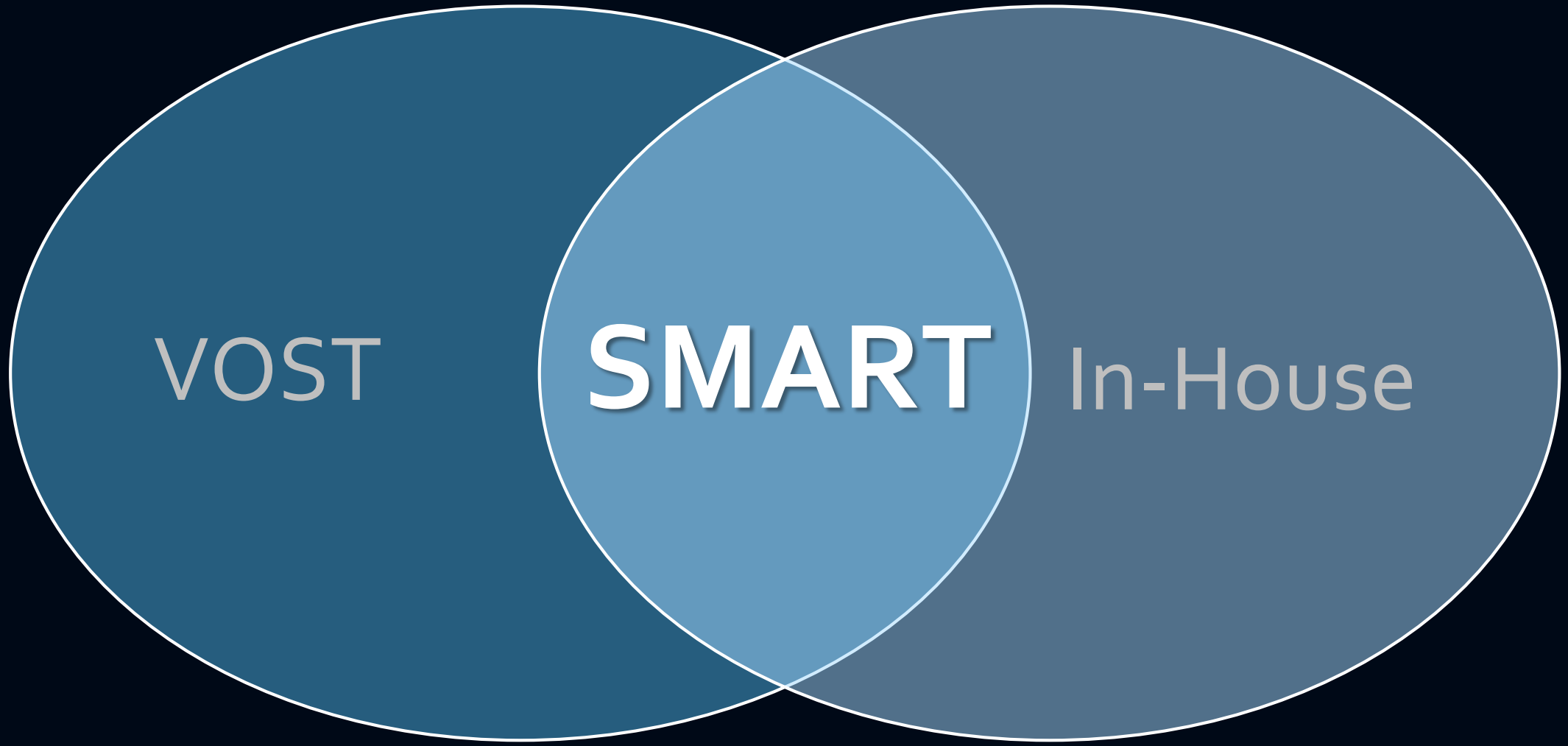
Finding Calls for Help

Tweet found using geo-code search + "trapped"

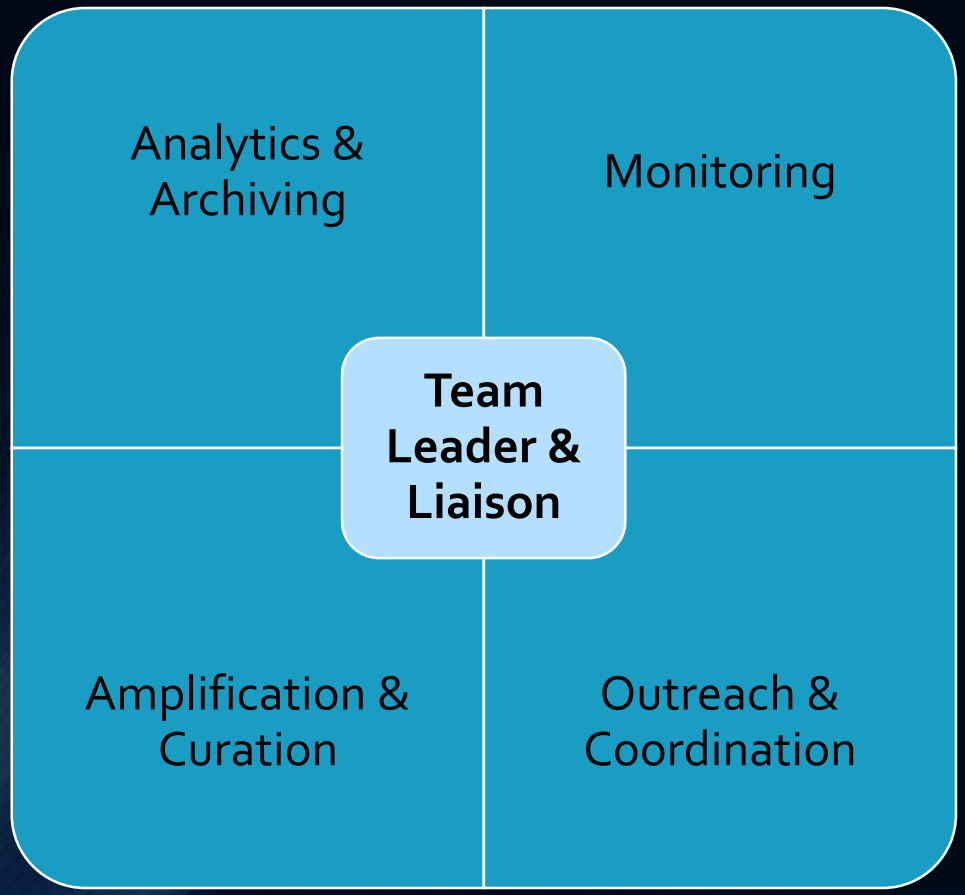
EF3Tornado
May 31, 2013

Victim identified on Facebook, contact initiated around 18:45, location determined and rescue coordinated w/ on-scene teams

SMART: A Hybrid Model



Anatomy of a Hybrid Team



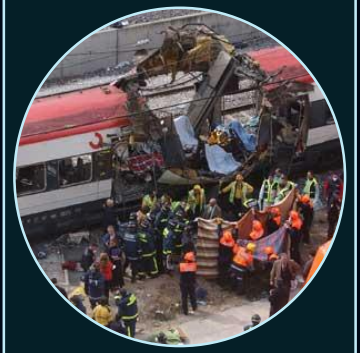
- Functions performed by trained personnel w/ knowledge of jurisdiction/agency
- Hybrid SMART staff = potential for paid/shared personnel & volunteer opportunities
- Can operate in conjunction with Joint Info Center, at a separate "social media listening" center, or collaborate digitally
- Continuity of operations through depth & breadth of team personnel
- Works well with higher education institutions, hospitals/healthcare systems, corporate entities, etc.

SMART Deployments

Civil Unrest

Natural Hazards

Crisis Comms.



Terrorism

Planned Events

Technological Incidents

Defining SMART Value

Real-Time Intelligence

Digital 911

Directly Communicate with Affected Constituents

Rumor Management

Sitting in a 3.8-metre sea kayak and watching a four-metre great white approach you is a fairly tense experience

Meet Evolving Constituent Expectations

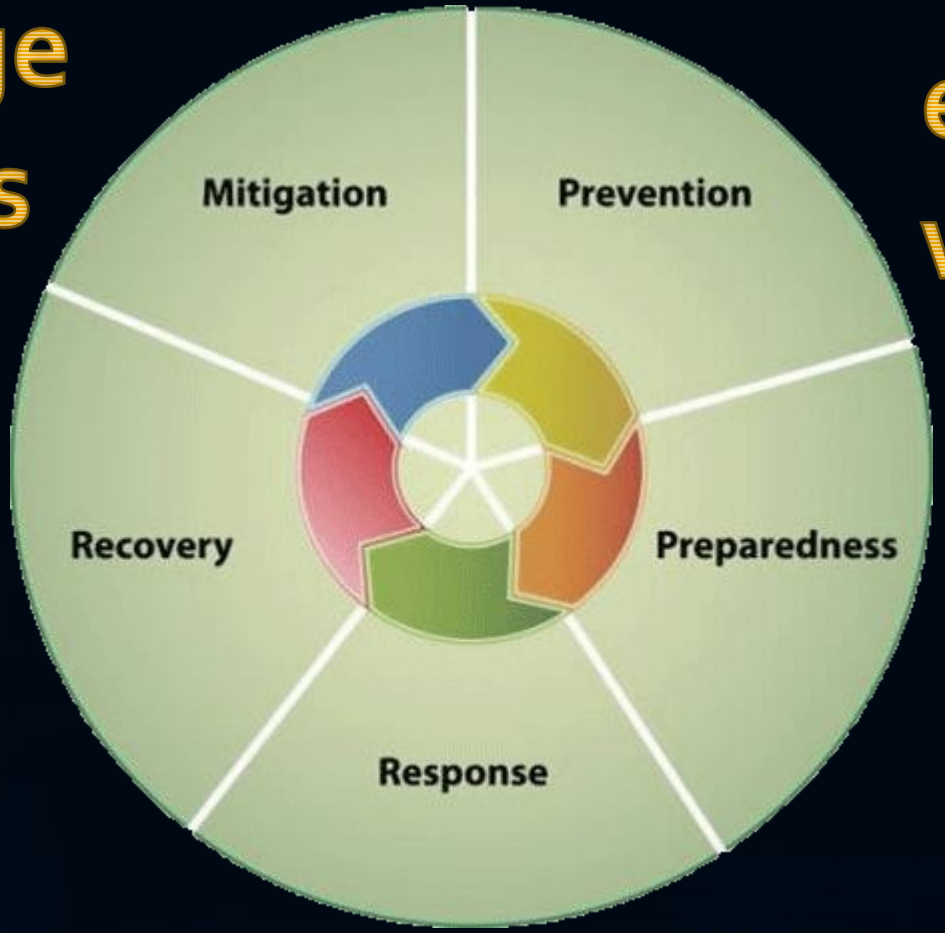
76% expect Help to Arrive In Less than 3 hours From a post for Help

American Red Cross

SMART in the EM Lifecycle

encourage behaviors

early warning signs



community sentiment

campaigns

engagement & situational awareness

The SMART Story @ ISU

20,000 SM Natives

Infrequent Updates

Rumor Management

1:1 Interactions

Fill in Phone Gap

#IEMA15

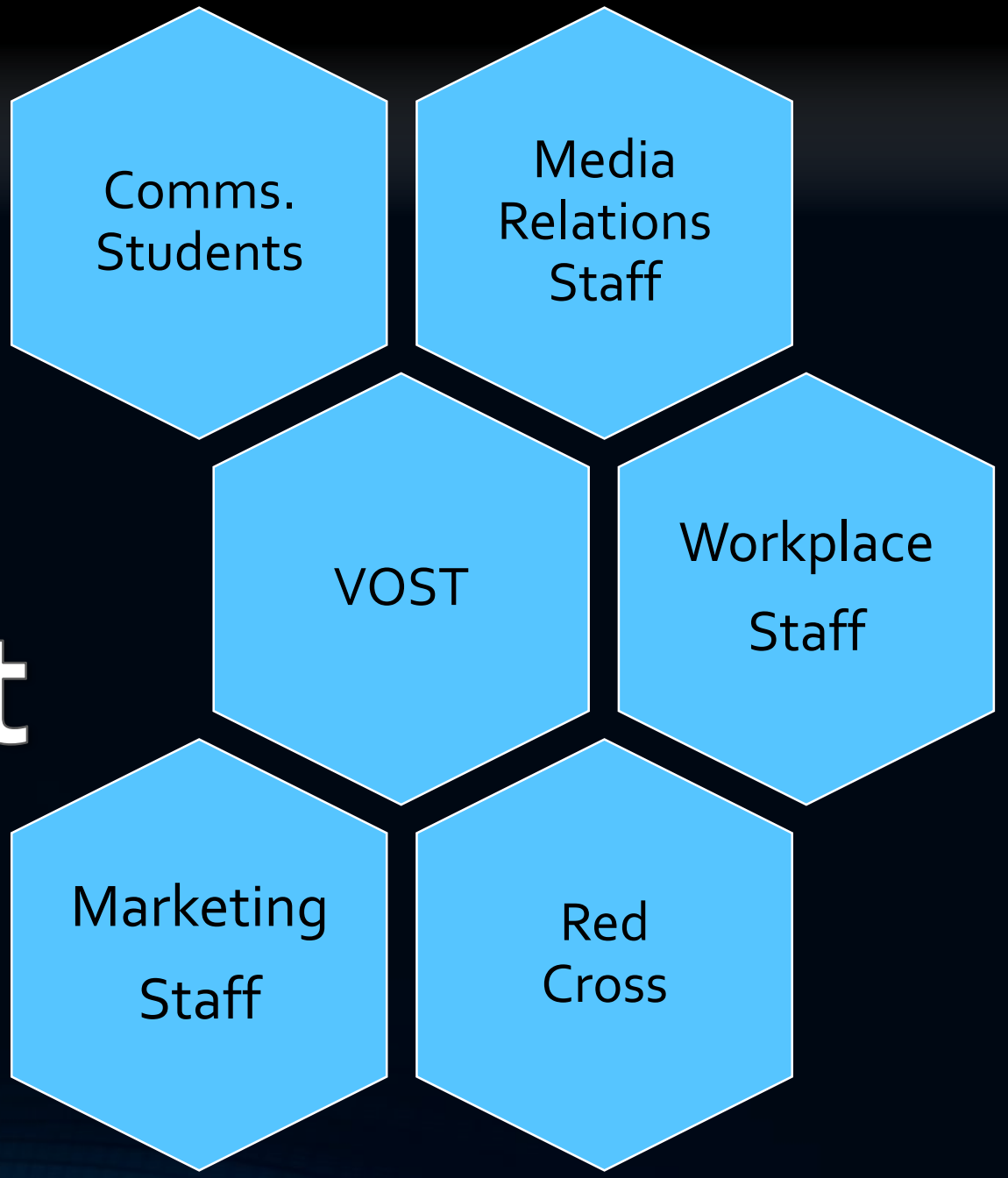
ISU Team Recruitment

Marketing Staff

Social Media Staff

Communications Faculty

SMART Recruitment



NDPTC Social Media Course

#IEMA15

Team Development

SMART Vision

To provide consistent, relevant, and timely information as it relates to emergency response and to be recognized as an innovative team that is integral to emergency preparedness.

SMART Mission

We work as an innovative team of diverse and dedicated Illinois State University employees serving as volunteers to provide insight and intelligence in response to a crisis situation on or near the Illinois State University campus. We work as a unit reporting to the Campus Communication Group (CCG) to monitor and analyze information provided via various social media channels as it relates to trends, rumors, photos, requests for assistance, and in general, information that may assist emergency response efforts.

SMART Operations Manual

- Activation Procedures
- On-Site vs. Virtual Operations
- Workflow
- Monitoring
- Posting
- EOC Operations
- Deactivation

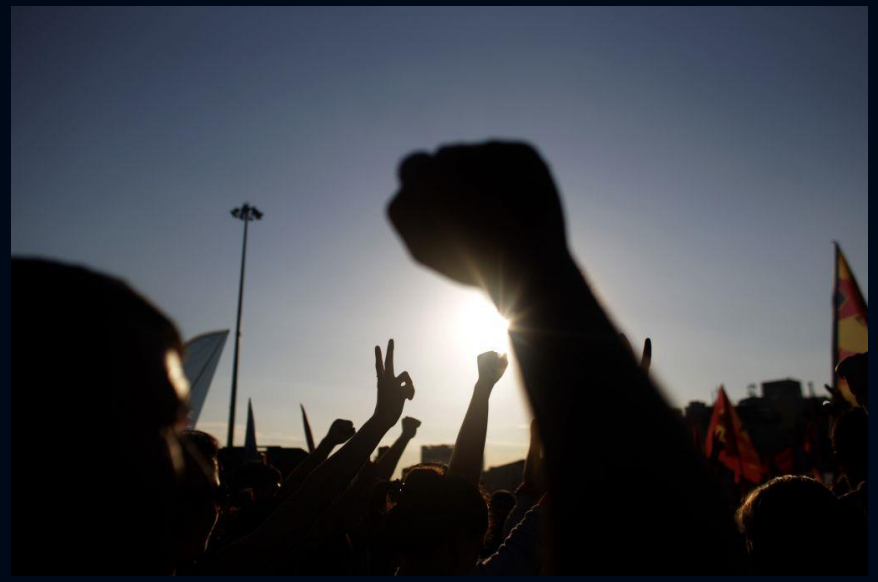
Leverage Existing Structures

SMART+SMACC
A Collaboration is Born

SMART Lead

Making SMART Operational

SMART Training



Tools of the Trade (Monitoring)

Tools of the Trade (Collaboration)

"**Like all technology, social media is neutral** but is best put to work in the service of building a better world."

SIMON MAINWARING

Q&A

ASK US ANYTHING!

Thank You!

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